

Outlook for Attractions

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Outlook on the Attraction Industry: Guest Experience Management

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Presentation Overview

1. Scientific evidence on the value of consumer experiences as opposed to material possessions.
2. What types of experiences can we offer to our guests in the attraction industry?
3. Creating the right guest experience through a customer experience management process.

Consumers want experiences, not things



Consumers are going to spend more money on experiences

- Mintel's 2015 *American Lifestyles Report* projects 22% total sales increase in the next five years.
- Nonessential categories, including vacations and dining out, are expected to see the greatest gains with increases of about 27% each.

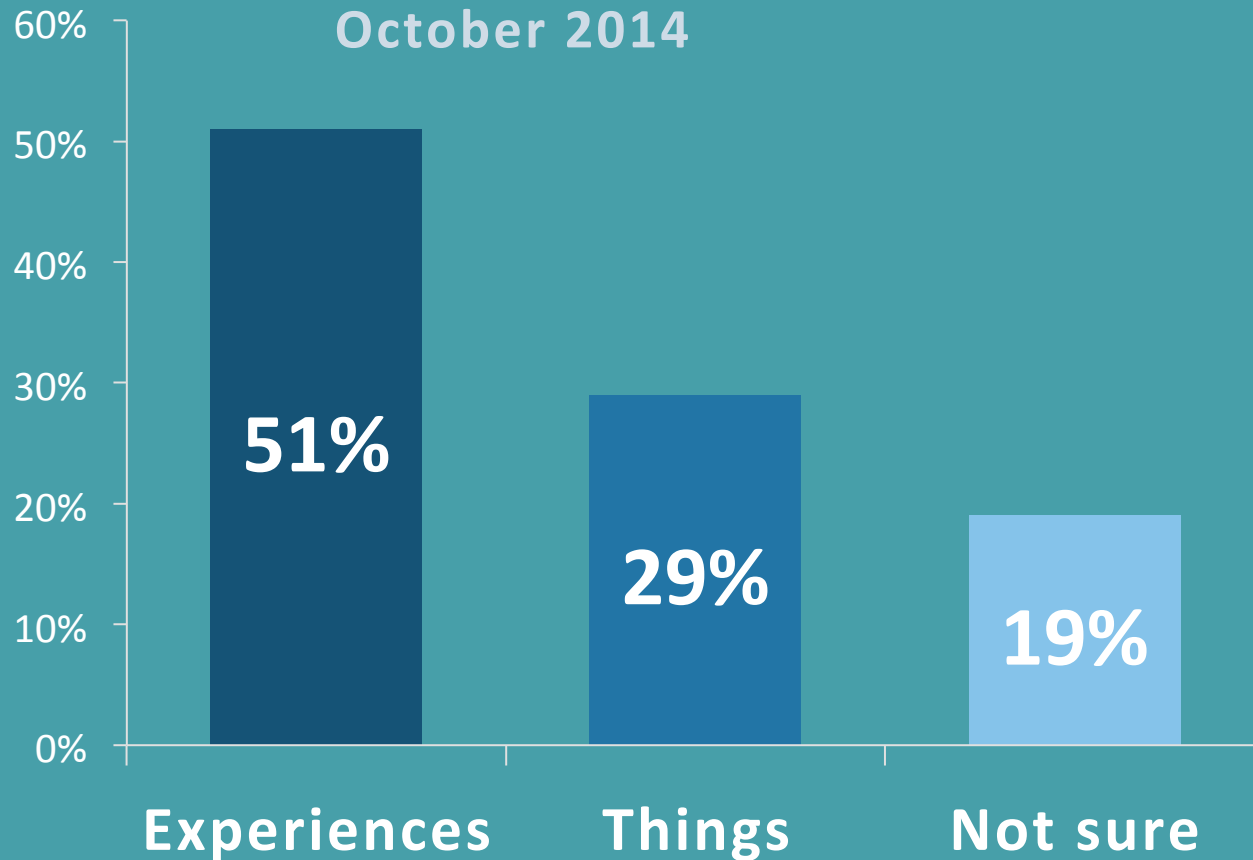
1. Research confirmed that experiences are more likely to make us **happier** than material possessions, such as clothes and electronic gadgets



Source: Carter, T. J., & Gilovich, T. (2010). The relative relativity of material and experiential purchases. *Journal of Personality and Social Psychology*, 98, 146–159. and <http://memories.disney parks.disney.go.com/> (retrieved on 1/30/2013)

The intrinsic value of experience:

“What do you think will make you happier in the long run?”



2. Consumers tend to think of their experiential purchases as more connected to their *self*, compared with their material purchases



© © Whisson/Jordan/Corbis

Source: Carter, T. J., & Gilovich, T. (2012). I am what I do, not what I have: the differential centrality of experiential and material purchases to the self. *Journal Of Personality And Social Psychology*, (6), 1304 and http://i.dailymail.co.uk/i/pix/2014/05/05/article-2620738-1D96D56100000578-878_634x464.jpg

3. Consumers want shareable experiences:

Research confirmed that shared experiences are reported by consumers to more enjoyable than solitary experiences



Source: Caprariello, P. A., & Reis, H. T. (2013). To do, to have, or to share? Valuing experiences over material possessions depends on the involvement of others. *Journal Of Personality And Social Psychology*, 104(2), 199-21, **Frank Rose (2013)**. Behind the immersiveness trend: Why now?. Posted on **December 17, 2013**. Retrieved from: <http://www.deepmediaonline.com/deepmedia/2013/12/behind-the-immersiveness-trend-why-now.html>, <http://d13uygpm1enfng.cloudfront.net/article-imgs/en/2014/06/14/AJ201406140033/AJ201406140034M.jpg>

4. Consumers want immersive experiences: Entertainment, stories, and brand experiences will become more immersive to capture consumers' imagination and attention.



SETI Institute, California engages the public and celebrates science

Source: J. Walter Thompson Intelligence Consumer insights, 10 trends that will shape our world in 2014 and beyond. Retrieved on 10/15/2015 from: http://www.Jwt.Com/blog/consumer_insights/10-trends-that-will-shape-our-world-in-2014-and-beyond/#sthash.Jehnpwcp.Dpuf and http://www.huffingtonpost.com/seti-institute/seti-institute-engages-th_b_926034.html

What types of experiences can we offer our guests in the attraction industry?

- Experience may be divided into different types, each with its own inherent structures and processes.
- Managers view experiences as Strategic Experiential Modules (SEMs) that have become a framework for experience design and marketing.

Sense

Sensory experiences through sight, sound, touch, taste, and smell





Visitors look at paintings by Diego Velázquez at the Prado Museum, Madrid







Source: Retrieved on 4/17/2013 from: <http://baynews9.com/content/dam/news/images/2012/05/lego-kids-waterpark.JPG>

To attract people up into the mountains, the car-free town Braunwald (Switzerland) installed interactive billboards in various Swiss cities



Feel

Appeal to customers' inner feelings and emotions with the objective of creating experiences that range from positive moods to strong emotions



Feelings are most powerful during consumption

Enchanted Tales with Belle



Feel experiences may be created by using storytelling to immerse and engage consumers, stimulate their imagination, and draw them from the ordinary into another place and time (escapism).





IT'S TIME WE MET

6:35 p.m. 19th-Century Galleries. Photo by Laura P. Russell via Flickr.



THE
METROPOLITAN
MUSEUM OF ART

metmuseum.org



IT'S TIME WE MET

1:02 p.m. Great Hall stairs. Photo by Christine Acebo via Flickr.



THE
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metmuseum.org

Think

Appeal to the intellect with the objective of creating cognitive, problem solving experiences that engage customers creatively





The ride lets guests use a computer program to specify the drops, curves, and loops of a coaster track before boarding a robotic arm to experience their creation



Think experiences have...

A photograph of a children's museum exhibit. The exhibit is a large, complex structure made of metal frames, pipes, and colorful plastic components. It features a green track with orange balls, a blue track with red balls, and various other interactive elements. A man and a child are interacting with the exhibit. The floor is wooden. In the background, other visitors and museum displays are visible.

A sense of surprise

A dose of intrigue

A smack of provocation

Act

Aims to affect bodily experiences, lifestyles, and interactions with other people





San Francisco Golden Gate Park Segway Tour



Source: Retrieved on 10/15/2015 from: <http://electrictourcompany.com/sites/default/files/segway-media-images/Segway-Golden-Gate-Park-in-front-of-conservatory-72dpi.jpg>

Relate

Expands beyond the individual's personal, private life, relating the individual's ideal self, other people, or cultures



Source: Retrieved on 10/15/2015 from: <http://www.themeparkinsider.com/art/news/circle-of-life.jpg> and from <http://i0.wp.com/www.kennythepirate.com/wp-content/uploads/2012/05/jiminy-2010.jpg>



A DJ set, where kids get to be the DJ, mixing and scratching beats and tunes.



The Court of Holland (1572)

A multi-sensory immersive experience with special effects. Visitors are transported back in time to that turning point in Netherlands' history



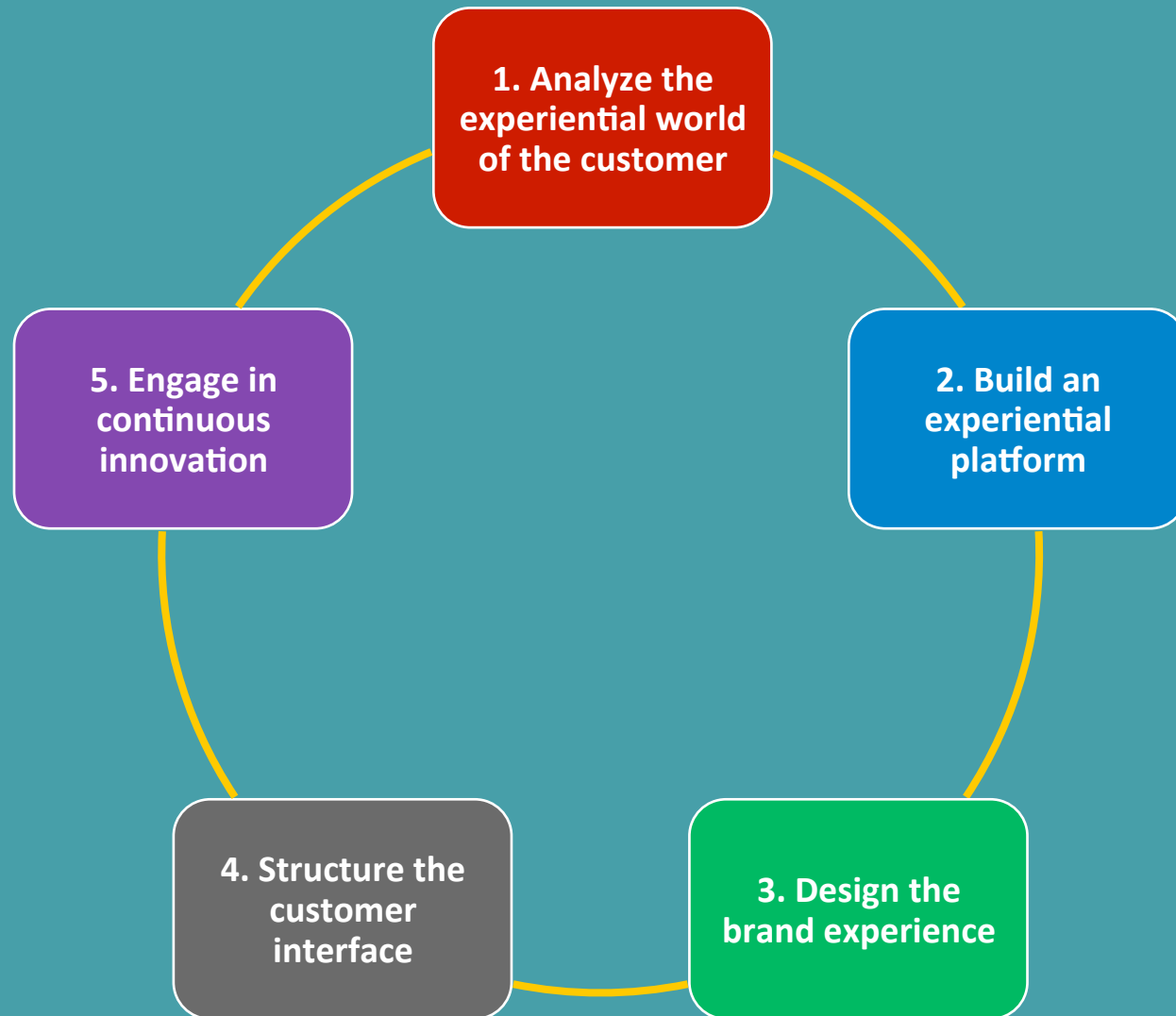
**Since its reopening in April 2012, the park had 739,694 visitors,
a 36% increase over 2011**

How to set up your organization for creating and delivering the right experience?

Lesson from Disney's Guest Experience Management



Five steps of Customer Experience Management



1. Analyze the experiential world of the consumer





Best times to visit WALT DISNEY WORLD in 2015

- ♥ Light Crowds
- ♥ Moderate Crowds
- ♥ Heavy Crowds
- Best times to visit



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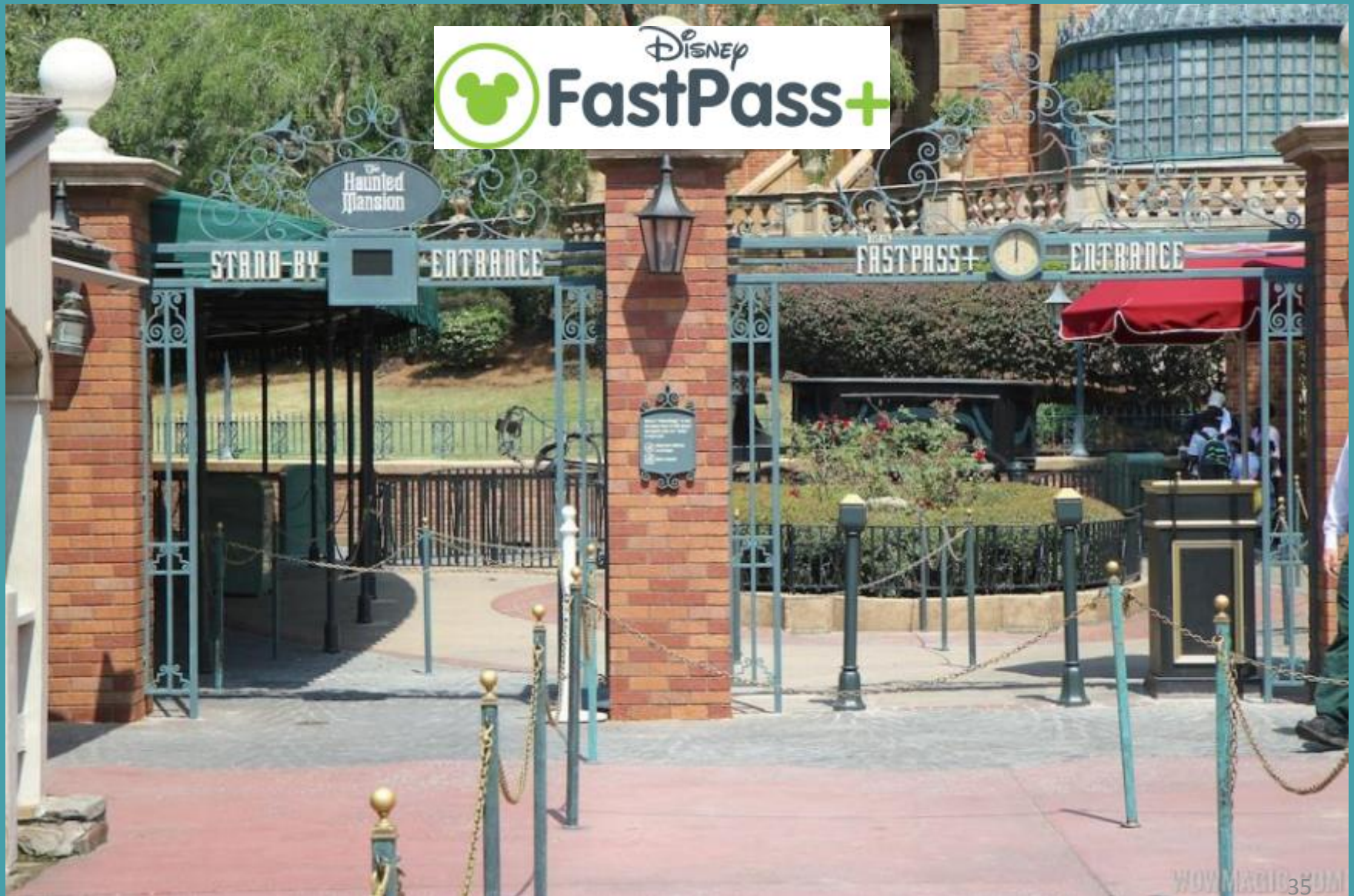
yourfirstvisit.net's Walt Disney World 2015 Weeks to Visit Rankings

Arrival Date	Week Rank	Comments	Crowd Ranking	Crowds	Values Prices	Moderates Prices	Deluxes Prices	Other	180 Days Before
Bold-Recommended Week for First-Time Visitors Who May Never Return									
December 27, 2014	46		11 Highest	Highest	Highest	Highest	Highest	Xmas Program	05/30/14
January 3, 2015	51		3 Low	Moderate-Minus	Low	Moderate-Minus	Moderate-Minus	Ride Closures Common	07/07/14
January 10, 2015	53	Marathon	4 Low Plus	Lower	Lower	Lower	Lower	Ride Closures Common	07/14/14
January 17, 2015	60	MKE 1/19	7 Lower	Low	Lower	Lower	Lower	Ride Closures Common	07/21/14
January 24, 2015	49		1 Lowest	Lowest	Lowest	Lowest	Lowest	Ride Closures Common	07/28/14
January 31, 2015	48		1 Lowest	Lowest	Lowest	Lowest	Lowest	Some Ride Closures	08/04/14
February 7, 2015	52		7 Low	Moderate-Minus	Moderate-Minus	Moderate	Moderate	Some Ride Closures	08/11/14
February 14, 2015	43	President's Day 2/16	11 Highest	Highest	Highest	Highest	Highest	Merch Goes 2/17	08/18/14
February 21, 2015	13		4 Low-plus	Moderate	Moderate-Plus	Moderate-Plus	Moderate-Plus		08/25/14
February 28, 2015	10		3 Low	Moderate-Plus	Moderate-Plus	Moderate-Plus	Moderate-Plus		09/01/14
March 7, 2015	38		9 High	Higher	High	High	High		09/08/14
March 14, 2015	37		9 High	Higher	High	High	High		09/15/14
March 21, 2015	36		9 High	Higher	High	High	High		09/22/14
March 28, 2015	43	Easter 4/5	10 High	Highest	Highest	Highest	Highest		09/29/14
April 4, 2015	44	Easter 4/5	11 Highest	Highest	Highest	Highest	Highest		10/06/14
April 11, 2015	14		4 Low-Plus	Moderate-Plus	Moderate	Moderate-Plus	Moderate-Plus		10/13/14
April 18, 2015	11		4 Low-Plus	Moderate	Moderate	Moderate-Plus	Moderate-Plus		10/20/14
April 25, 2015	8		3 Low	Moderate	Moderate	Moderate-Plus	Moderate-Plus		10/27/14
May 2, 2015	9		3 Low	Moderate	Moderate	Moderate-Plus	Moderate-Plus		11/03/14
May 9, 2015	12		4 Low-Plus	Moderate	Moderate	Moderate-Plus	Moderate-Plus		11/10/14
May 16, 2015	16		5 Moderate-Minus	Moderate	Moderate	Moderate-Plus	Moderate-Plus		11/17/14
May 23, 2015	30	Memorial Day 5/25	9 High	High	Moderate	Moderate-Plus	Moderate-Plus		11/24/14
May 30, 2015	19		7 Moderate-Plus	Higher	Moderate	Moderate-Minus	Moderate-Minus		12/01/14
June 6, 2015	29		8 High-Minus	Higher	Moderate	Moderate-Minus	Moderate-Minus		12/08/14
June 13, 2015	35		9 High	Higher	Moderate	Moderate-Minus	Moderate-Minus		12/15/14
June 20, 2015	34		9 High	Higher	Moderate	Moderate-Minus	Moderate-Minus		12/22/14
June 27, 2015	19	Fourth of July 7/4	10 Highest	Higher	Moderate	Moderate-Minus	Moderate-Minus		12/29/14
July 4, 2015	42	Fourth of July 7/4	11 Highest	Higher	Moderate	Moderate-Minus	Moderate-Minus		01/05/15
July 11, 2015	33		9 High	Higher	Moderate	Lower	Lower		01/12/15
July 18, 2015	32		9 High	Higher	Moderate	Lower	Lower		01/19/15
July 25, 2015	31		9 High	Higher	Moderate	Lower	Lower		01/26/15
August 1, 2015	28		8 High-Minus	Higher	Moderate	Lower	Lower		02/02/15
August 8, 2015	18		7 Moderate-Plus	Higher	Moderate	Lower	Lower		02/09/15
August 15, 2015	27		6 Moderate	Low	Low	Lowest	Lowest	Peak Hurricane Season	02/16/15
August 22, 2015	24		4 Low-Plus	Lower	Lower	Lowest	Lowest	Peak Hurricane Season	02/23/15
August 29, 2015	23		3 Low	Lower	Low	Lowest	Lowest	Peak Hurricane Season	03/02/15
September 5, 2015	22	Labor Day 9/7	2 Lower	Lower	Low	Lowest	Lowest	Peak Hurricane Season	03/09/15
September 12, 2015	21		1 Lowest	Low	Moderate	Lower	Lower	Peak Hurricane Season	03/16/15
September 19, 2015	20		1 Lowest	Low	Moderate	Lower	Lower	Peak Hurricane Season	03/23/15
September 26, 2015	25		4 Low-Plus	Low	Moderate	Moderate-Minus	Moderate-Minus	Peak Hurricane Season	03/30/15
October 3, 2015	26		5 Moderate-Minus	Low	Moderate	Moderate	Moderate	Peak Hurricane Season	04/06/15
October 10, 2015	17	Columbus Day 10/12	6 Moderate	Moderate-Minus	Moderate	Moderate-Plus	Moderate-Plus		04/13/15
October 17, 2015	5		3 Low	Low	Moderate	Low	Low		04/20/15
October 24, 2015	6		3 Low	Low	Moderate	Low	Low		04/27/15
October 31, 2015	15	Jersey Week	5 Moderate-Minus	Low	Moderate	Low	Low		05/04/15
November 7, 2015	7		3 Low	Moderate-Minus	Moderate	Low	Low	Some Xmas Program	05/11/15
November 14, 2015	4		2 Lower	Low	Moderate	Low	Low	Some Xmas Program	05/18/15
November 21, 2015	40	Thanksgiving 11/26	10 Highest	High	Moderate-Plus	Moderate-Plus	Moderate-Plus	Some Xmas Program	05/25/15
November 28, 2015	1		3 Low	Low	Moderate	Low	Low	Xmas Program	06/01/15
December 5, 2015	2	Pop Warner Week	4 Low-Plus	Low	Moderate	Low	Low	Xmas Program	06/08/15
December 12, 2015	3		3 Low	High	High	Moderate-Plus	Moderate-Plus	Xmas Program	06/15/15
December 19, 2015	45		11 Highest	Highest	Highest	Highest	Highest	Xmas Program	06/22/15
December 26, 2015	47		11 Highest	Highest	Highest	Highest	Highest	Xmas Program	06/29/15

Arrival Date	Week Rank	Comments	Crowd Ranking	Crowds	Values Prices	Moderates Prices	Deluxes Prices	Other	180 Days Before
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2. Build an experiential platform



The Experiential platform represents the desired experience or “Experiential Value Promise” (EVP)

We don't like to wait in lines



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3. Design the brand experience



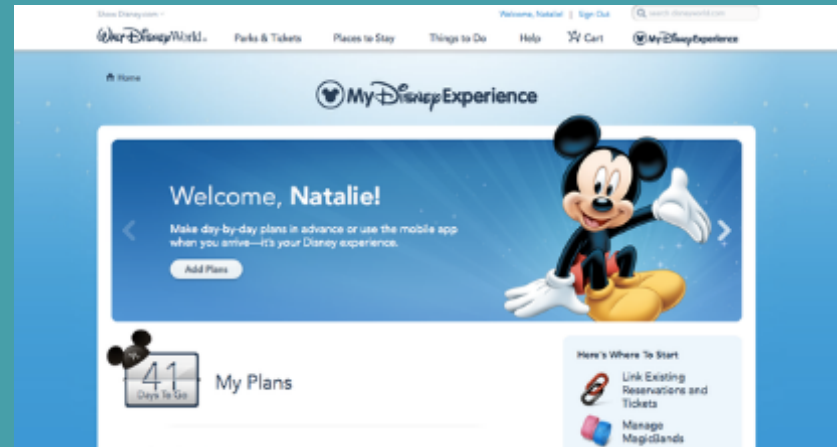
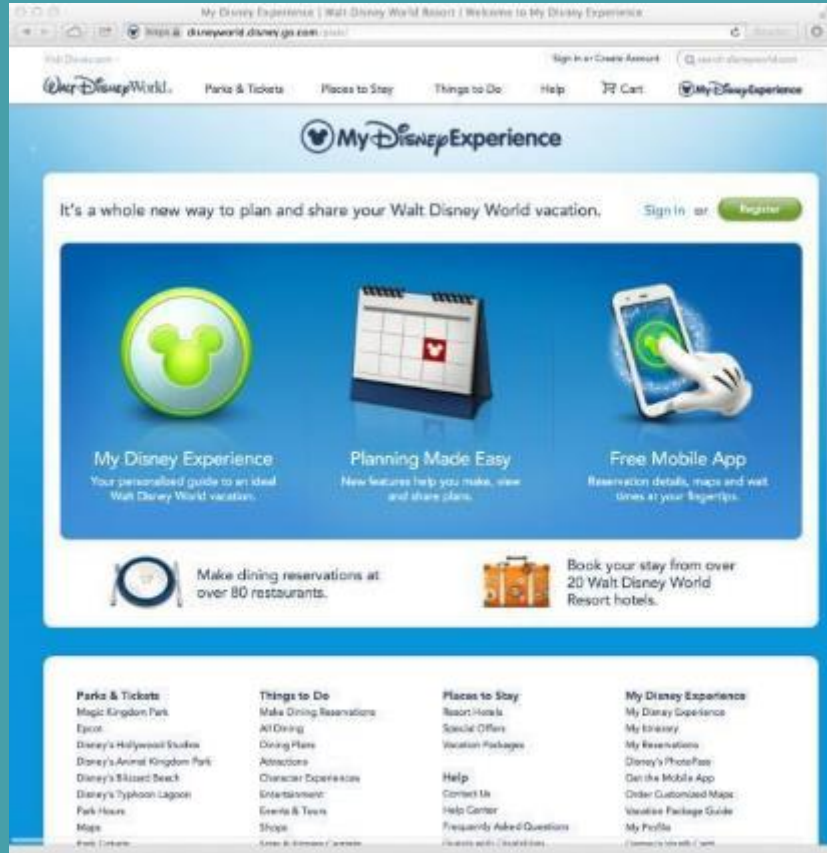
The brand experience should include experiential features and product aesthetics



An appealing “look and feel” in logos, signage, packaging, etc.

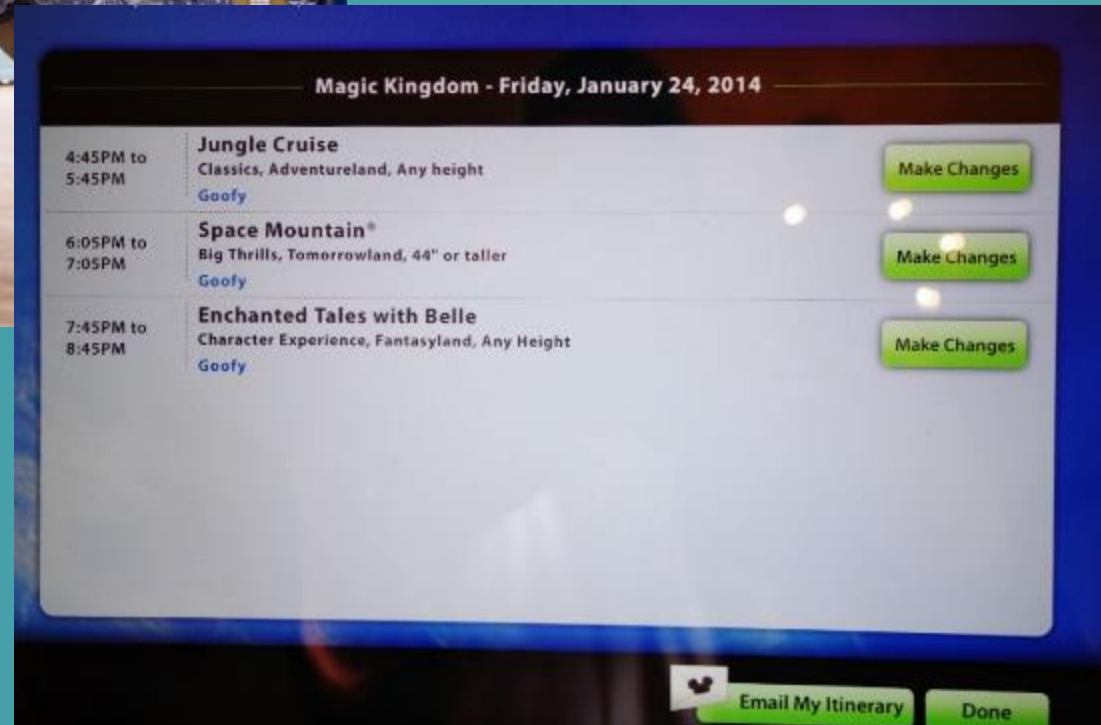


4. Structure the customer interface



Source: Retrieved on 10/5/2015 from: http://cdn.wdwmagic.com/imgstore/ElementGalleryItems/resorts/Fullsize/Walt-Disney-World-Resorts-information_Full_17746.jpeg and http://www.mouseplanet.info/gallery/d/146887-1/MDE_home_waittime.jpg and http://cdn2-b.examiner.com/sites/default/files/styles/image_content_width/hash/47/a6/47a644f4b8e85204f04c2a2e103c6a29.png?itok=PfvcyUA1

Dynamic, multi sensory, multidimensional portrayal of the desired experience



5. Engage in continuous innovation



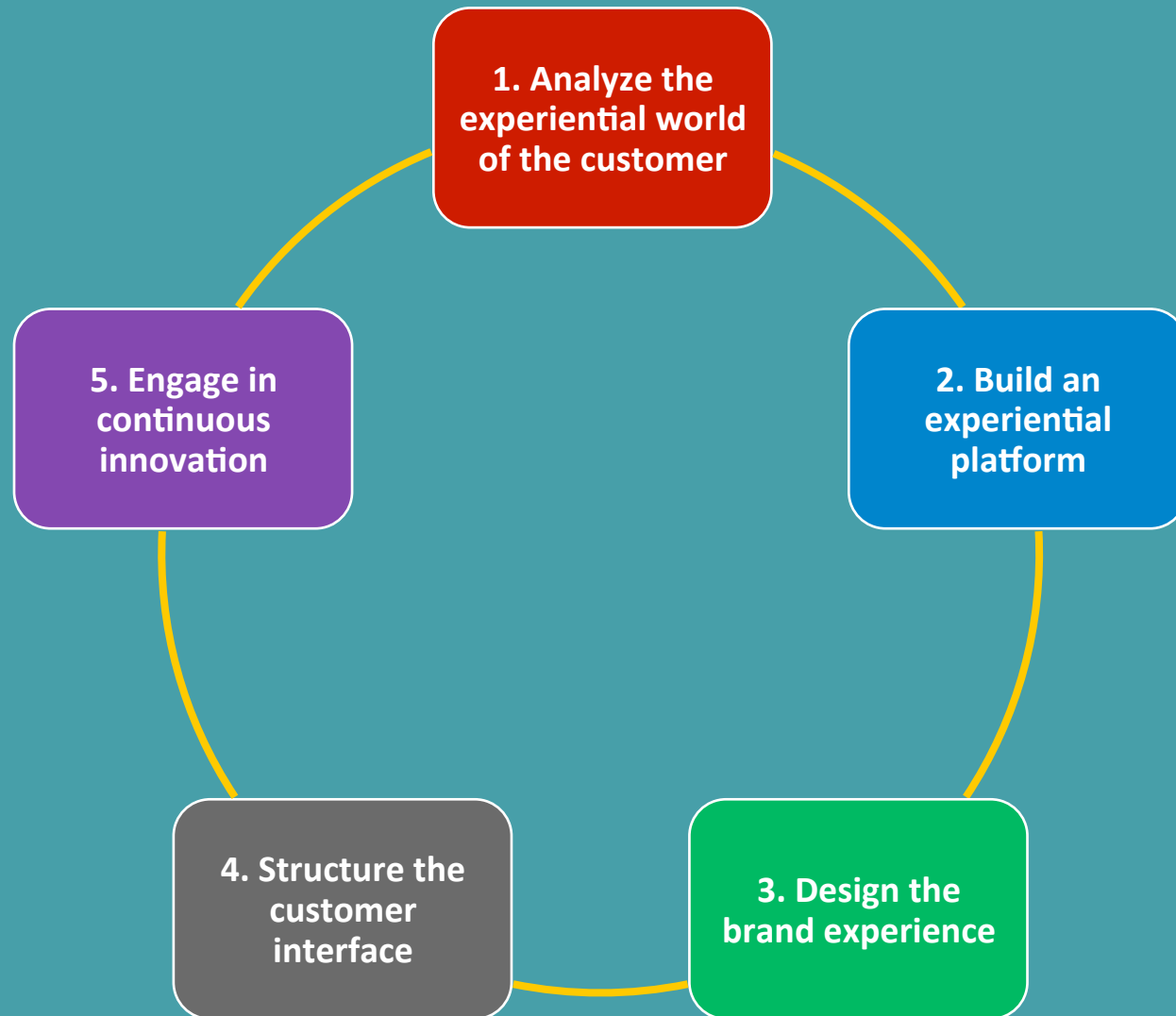
Source: Retrieved on 3/5/2015 from: http://parksandresorts.wdpromedia.com/media/disney Parks/blog/wp-content/uploads/2014/04/Images_WDW_MagicBands-at-Magic-Kingdom.jpg and <http://disney Parks.disney.go.com/blog/category/mymagic/my-disney-experience/>

Innovations demonstrate to customers that the company is a dynamic enterprise that can create new and relevant experiences



Source: Retrieved on 3/5/2015 from: <http://disneyparks.disney.go.com/blog/category/mymagic/my-disney-experience/> and http://cdn.wdwmagic.com/imgstore/ElementGalleryItems/other/Fullsize/MyMagicPlus_Full_18905.jpg and <http://rootweddings.com/blog/tag/expedition-everest/>

Five steps of Customer Experience Management



Five Keys Takeaways

- Consumers want experiences, not things.
- Experiences are more likely to make us happier than material possessions.
- Experience may be divided into different types, each with its own inherent structures and processes
- Attractions should look at creating experiences for their customers to stay competitive
- The Customer Experience Management process includes five steps.

Thank you!

Thank you!

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